

Assignment: Young Living Essential Oils

Date: 9.14.22

First review: TBD

**What are we solving?**

Let's create a :30 spot or some creative content that gets us on Young Living's radar.

**What will success look like?**

One spot that capitalizes on Young Living's current or potential creative strategy and is relatively inexpensive to make

- UGC, Illustration, 2D or 3D are all on the table
- Live Action could be too difficult given our budget

**Ideas:**

**Concept 1:**

"Rotation"

VIDEO or GIF

- Open on a classic essential oil bottle with a flavor label (ex: Lavender)
- The background ties into this scent with heavy themes of nature; plants, flowers etc, all lavender/purple
- COPY is optional, can exist above and/or below the bottle
  - Messaging can focus on: "The purest distillation of nature itself" etc
- The bottle purposefully rotates the entire video in a mock-stop-motion effect that we see trending
- as the bottle turns 180 degrees, a new scent label is on the other side of the bottle (ex: Tangerine) and the background (illustrations or photos or a mix) blossom and change organically to reflect the new scent
- this can repeat and tie back into the 1st scent for a GIF or transition to the end card
- Visual Examples: [https://www.instagram.com/p/CGxFqpmFzn2/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CGxFqpmFzn2/?utm_source=ig_web_copy_link)
- Visual Example:



**Concept 2:**

"Time Delay Hype"

VIDEO

- Infinite time delay copies of a bottle of essential oil that is being picked up by various hands that change with the music/frames. No faces/people are shown, the focus is on the bottle and all the various scents and backgrounds it has
- No copy is needed but some can be added
- Visual Example: [https://www.instagram.com/reel/ChrK2w9jbw2/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/ChrK2w9jbw2/?utm_source=ig_web_copy_link)

---

**Concept 3:**

"Ingredients"

VIDEO

- Inspired by the visual example, we illustrate in 2D a swirling display of various natural ingredients, pure and from the earth.
- No copy needed but some can be added.
- Illustration, no lineart, just colors and natural ingredients
- Visual Example: [https://www.instagram.com/tv/CYWfVFbrYzT/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/CYWfVFbrYzT/?utm_source=ig_web_copy_link)

**Concept 4:**

"Drip Drop"

GIF (Looping Cinemagraph)

- Colorful illustration of an essential oil bottle; the eye dropper drops 1 drop into a pool of water that the bottle is standing on (cool reflection in it of the bottle)
- Each time a drop happens, a relaxing/pleasing puff of vapor comes out like a diffuser
- Visual Example: [https://www.instagram.com/p/CMCdWH6B0P5/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CMCdWH6B0P5/?utm_source=ig_web_copy_link)

**Concept 5:**

"Diffuser Magic"

IMAGE

- A realistic image of a diffuser in a peaceful, bright, clean room.
- There is a burst of vapor coming out of it in the image but it is all very colorful, contrasting the realistic environment with beautiful illustrations (Mix of live action or realistic illustration with 2D cartoonish art)
- Visual Example:

**Concept 6:**

"Essential Giant"

IMAGE or GIF

- The essential oil bottle is GIGANTIC as someone stares at it, like a beautiful statue or great giant that is coming out of the earth.
- The imagery ties in nature and "of the earth" ideas, as if the bottle grew from the ground. Sun shines behind it. Lots of plants and birds and other animals can be included.

- 
- There is subtle movement to bring it to life.
  - Visual Example: [https://www.instagram.com/p/CJmHRkeBDLz/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CJmHRkeBDLz/?utm_source=ig_web_copy_link)

#### **Concept 7:**

“World of Essential Oil”

IMAGE or GIF

- We create and illustrate a wondrous fantasy landscape of colorful nature, a fairy/otherworldly vibe that is full of pools of water and waterfalls and lots of plants and strange but beautiful creatures/animals.
- Somewhat 70s and the slightest Lisa Frank vibe
- Include lots of essential oil bottles and the pools are all different oil flavors, marked by the various plants that are around each pool or waterfall. This is meant to create the land of essential oil.
- If this is a GIF/Looping Cinemagraph, there is subtle movement to bring it to life.

#### **Concept 8:**

“Travel Bottle”

LIVE ACTION

- Constantly moving through different scenes/scenarios where the same essential oil bottle is being used by various people/houses/etc
- Visual Example: <https://www.youtube.com/watch?v=M8WuqiDKmCE>
- Visual Example: [https://www.instagram.com/reel/Chr2w9jbw2/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/Chr2w9jbw2/?utm_source=ig_web_copy_link)

#### **Concept 9:**

“Thieves History”

LIVE ACTION

- Video on the history of the THIEVES brand
- Someone walking around and explaining it in an intriguing way
- Purposeful style and lots of product placement of the Thieves brand
- Research Example: <https://www.youngliving.com/us/en/product/thieves-household-cleaner>

#### **Concept 10:**

“Sharables DM”

- Video of people sending messages through various social media options where they are excited about Young Living essential oil and sharing the types they got and for what reasons

#### **Concept 11:**

“UGC Testimonial”

- A person talking to the camera, filmed with a phone to give realistic, conversational vibe
- They talk about the product; example: “I just had a wonderful night sleeping and I’ve been using Young Living Essential Oils Lavender! You have to try this now!”

#### **Concept 12:**

“Infographic Bottle”

VIDEO or IMG

- Essential Oil bottle where lines draw out of it and each one leads to a different benefit of the product
- Visual Example:



### Concept 13:

"Things That Just Make Sense"

- Using a popular TikTok trend of copy on screen that matches tiktok UI
- Also combining that with the popular Female Robot Voice
  - COPY: "Things about Young Living that just make sense"
- Cut to various shots of essential oils being used with COPY that matches:
  - "Best diffuser scents"
  - "Having an awesome nights sleep"
  - "Calming my anxiety"
- Visual Example:

